FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

Summary Information

Permit No: F00030477 **Type of Permit:** FILMING **Release Date:** 08/25/2010

Production Company INNOVATIVE BRANDS CORPORATION
TRE MILANO INC

Insured Company Name INNOVATIVE BRANDS CORPORATION
TRE MILANO INC

Contact Phone No. 1 310-260-8888
Contact Phone No. 2
Fax
Address 11812 SAN VICENTE BLVD, 4TH FLOOR
LOS ANGELES, California 90049

Production Title CALIFORNIA

Type of Production Infomercial

Producer Bill Bouse

Director Art Fitzsimmons

1st AD na na

Production Manager Ivan Gonzales

FilmL.A. Coordinator JDP - Jason Del Paine

Location Manager Bill Bouse
Primary Phone Mobile - 310-260-8888
Secondary Phone Office - 714-470-3143

Location Assistant na na
Primary Phone Office - 000-000-0000
Secondary Phone

Fees

Notification Charge	$155.00
FILMLA FILM APPLICATION FEE	$625.00
LA CITY FIRE DEPARTMENT SPOT CHECK SURCHARGE	$85.00

Total Permit Fee $865.00

Number of Locations 1

NOT A PERMIT

Permit #F00030477

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Summary Information

Location

Location 1 of 1

Permit Number F00030477
Production Company INNOVATIVE BRANDS CORPORATION ...
Insured Company INNOVATIVE BRANDS CORPORATION ...
Production Title CALIFORNIA

Location Manager Bill Bouse
Primary Phone Mobile - 310-260-8888
Secondary Phone Office - 714-470-3143

Location Address 2943 Club Dr, Los Angeles, CA, 90064

Location Type Private Residence

Film Dates 8/27/2010 - 8/29/2010 07:00 - 22:00

Open or Closed to the Public Closed

Generic Conditions
Community Survey Obtained
Must Maintain 5' Clearance on Sidewalks/Walkways
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

Please see attached document F30477, Modern Media.pdf

Equipment on Location

Type	Quantity
Cast/Crew vehicles	20
Cube Trucks	1
Generator	1
Vans	2

Personnel on Location

Type	Quantity
Cast	15
Crew	15

Filming Activities Interior and exterior dialogue;

Jurisdiction **Political:** Los Angeles City - Council District 05 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

Thomas Guide **Page:** 632 **Grid:** G6

Approvals LOS ANGELES POLICE DEPARTMENT Suzan Nelson

Parking

Base Camp
Location Type : Location

Crew Parking
Location Type : Private Parking Lot
Street : 8985 Venice Bl

NOT A PERMIT

Permit #F00030477

Appointment of Film Permits Unlimited, Inc.
As Authorized Agent and representative

I certify that I am a representative of MODERN MEDIA ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and /or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 8-17-10

MODERN MEDIA
Name of Principal

By: Patrick B
Representative's Signature

PATRICK BLACKWOOD
Print Representative's Name

GENERAL MANAGER
Representative's title

5826 UPLANDER WAY
CULVER CITY CA 90230
Principal's Address

310 260 9988
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NOT A PERMIT